

## Price & Clements Machine Wks.

This plant at 105 sixth in Lynchburg, is splendidly equipped with the latest and best mechanical devices for all classes of machine and welding work and are doing an extensive business in this line. Their work is giving universal satisfaction. It has specially prepared its plant to take care of out-of-town customers in the quickest possible time.

They specialize in giving service to manufacturers. They have built up a large business and render a most metropolitan service.

The service has always been efficient and courteous. As a result their business grew to such proportions they found it

necessary to provide a modern plant. They did not and now have one of the most modern in the country. It is scientifically equipped as regards welding and machine work, and they are prepared to render a service in these lines which equals that of any offered in the largest cities of the nation.

They are experts in the business and no matter what work you desire you will find them always ready and willing not only to serve you but also to give you valuable advice and suggestions as regards anything connected with the business. Their plant is a credit to the community and a tribute to

the progressive and reliable policies.

The idea we wish to convey in this edition is that this machine works can do the work and have the equipment. They have one of the largest plants in this section and are prepared to do all classes of repairing of machinery in an expert manner and it will pay you to see them first.

In this edition we are glad to compliment this firm upon the position they occupy in the business world and call attention to the excellent service as well as reasonable prices to the public.

## Paul Cheatham Inc.

This store is located at 725 Main street in Lynchburg. This is one of the leading men's clothing and furnishing establishments in this community.

They sell high class merchandise and at prices that denote real, true value, are among the best available in the city. They cater to every taste and have a most comprehensive stock.

It is with a feeling of satisfaction that customers enter this store.

Realizing that the service extended this year will be considered when the next season approaches, this well known house has chosen its stock in the way of collars, ties, handkerchiefs, underwear and all other things in the way of men's furnishings you will find the stock large, selected by buyers of excellent taste and price reasonable.

This firm's store is stocked with the greatest variety of men's materials, manufacturing and retailing prices will permit, this protects the buyer, well versed in the style of the day. The many patrons come from all quarters of the community and outside as well.

Paul Cheatham Inc. is a well known business concern and a progressive booster for the community. We are pleased to compliment this firm on the way of collars, ties, handkerchiefs, underwear and all other things in the way of men's furnishings you will find the stock large, selected by buyers of excellent taste and price reasonable.

## Bibee's "Busy" Stores

These stores are convenient to all and are owned and operated by local people, are extensive dealers in extra-class groceries and products. They invite the people of this section to make their stores their headquarters while in town. These stores have the finest line of staple and fancy groceries to be found in the city. They are making "Specials" every effort to satisfy their customers' needs. They have stores very well arranged for the rapid handling of goods, thus assuring you of prompt service and their customers always and their food in first class condition.

They employ a force of

clerks and praise for them. Being large dealers, they buy the stock in such large quantities that they are able to underbid their competitors. It is the principle of their business to do more for their customers than for their competitors. They are making "Specials" in documents to out-of-town customers and they handle a full and complete line of staple and fancy groceries of standard brands and they are always fresh fruits and vegetables when in season and country produce. Their stocks of canned goods are always of the

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## Mrs. Sheard's Beauty Shop

At 207 Seventh in Lynchburg keep their shop open in the evening from 6 p. m. to 10 p. m.

The operators are competent to handle every texture of hair, permanent waving guaranteed.

Here will be found a most distinctive beauty shop which has gained a wide reputation for its skillful and artistic work. The permanent wave is a new and popular feature. The operators are competent to handle every texture of hair, permanent waving guaranteed.

## THE FARMER'S NEEDS

In the matter of banking are just as extensive and important as those of any other business man, for farming is the biggest business in the country.

The Peoples National Bank makes a specialty of meeting the banking requirements of the farmers of this district, and its service is friendly, intelligent and complete.

## Peoples' National Bank

Lynchburg Virginia

## THE VIRGINIAN HOTEL

Lynchburg, Virginia  
Modern Excellent Dining Room Fireproof  
New Coffee Shop ----- New Tea Room  
Good Food—Good Service  
AT REASONABLE PRICES

## Piedmont Cafe

On May first they will open the doors of their new Piedmont Cafe at 817 Main street in Lynchburg. They have spared neither time nor expense in perfecting the modern and sanitary all-American restaurant, not only in Lynchburg, but in the state.

## SEE OUR NEW LOTS

Work Shirts  
Dress Shirts  
Straw Hats  
Tennis Shoes  
All specially priced.

## L. E. SMITH

"The Service Store"  
Appomattox Virginia

## Service Dairy & Ice Cream Co., Inc.

This concern located at 706 Eighth street in Lynchburg is the home of the famous "Lynchburg Quality" brand of ice cream. Ask for it at your favorite grill. This firm was formerly the Service Creamery and continues to manufacture the same products and serve the public in the same admirable manner.

## J. O. Whitten Co.

Place your order at once with this Lynchburg hatchery for your baby chicks. Telephone 139 or stop in person at the corner of B and Main streets or address mail to them at P. O. box 652 Lynchburg, Va. They are electrically hatched.

Specializing in the hatching of sturdy, healthy and vigorous chicks this reliable firm has a reputation far and wide for furnishing baby chicks that grow and keep on growing.

Their hatchery eggs are selected from the best of the breed range flocks. They produce quality chicks that make money for poultry raisers wherever they are sent. Don't fail to give your next order for chicks to the Quality Hatchery. They are agents for the poultry raiser. That is why chicks hatched by this modern hatchery are preferred throughout this entire section.

We wish in this edition to compliment this firm upon the position they occupy in the business world and call attention to the excellent service as well as reasonable prices to the public.

## Pioneer Welding Works

A plant which is located at 1111 Commerce street in Lynchburg, Va. is the home of the famous "Lynchburg Quality" brand of ice cream. Ask for it at your favorite grill. This firm was formerly the Service Creamery and continues to manufacture the same products and serve the public in the same admirable manner.

## Virginia Commercial College

Interests are centers of training along definite lines for definite purposes. Each pupil that leaves the college is equipped with the knowledge and skill to keep pace with the demands of modern methods, as it is a practical vocational institution.

## Dr. Leroy E. Bowen

This veterinarian's office is located at 1415 Main street in Lynchburg. He is one of the best known men in his profession in the people of this community.

## Thomas B. Edmonds, Optometrist

Office at 617 Main street in Lynchburg, is prepared to give you the best of service for your individual needs. Those of our readers who are in need of service of the above character should avail themselves of the service at his parlors located at all times to give you the best of service for your individual needs.

## Abbott Brothers.

At 912 Commerce in Lynchburg, feature a repair department for automobile owners and the fact that they render a complete service for the automobile makes their establishment a most desirable one for the automobile owner.

## Let Us Write Your Insurance Policy

There isn't any question but that this establishment is an important factor in the commercial and business life of this section, as it is one of the foremost wholesale grocery houses in this part of the country.

## A. S. White & Co., Inc.

A well organized and business men of wide experience and a straight-forward method, and it is not surprising that the volume of the business is ever increasing.

## Odorless Cleaners & Dyers

This modern cleaning plant at 1012 Campbell in Lynchburg, has added every necessary cleaning and pressing equipment in new machinery of the most efficient type, and the management cordially invites your inspection at any time.

## Quality Hatching Co.

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## Ferroni Auto Wrecking Co.

With headquarters at 1402 Main in Lynchburg and whose telephone number is 547 is a cause for wrecking companies that is furnishing an excellent service to the community. They have a large stock of parts for all cars and if you are in need of parts for your car, they will be able to supply your demand and fix you out in the best shape and at prices much under the price of new parts.

## Vicks Paint Stores

Conducting an up-to-date store in Lynchburg at 705 Main street carries a large stock of wall paper and wall covering. The department for wall paper is most complete, carrying everything from kitchen and bedroom papers to the best quality of wall paper.

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